

Nov. 18. 2011 2:17PM STRAUB &amp; POKOTYLOS TRANSMITTAL

No. 3615 P. 3

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82402 7590 08/19/2011  
**Straub & Pokotylo**  
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**Tinton Falls, NJ 07724**  
  
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John C. Pokotylo	
(Depositor's name)	
<i>John C. Pokotylo</i>	
(Signature)	
November 18, 2011	
(Date)	

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/795,807	03/08/2004	Salar Arta Kamanger	GOOGLE-40APP (GP-092-00-U)	7711

TITLE OF INVENTION: ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER COMPETITION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	NO	\$1510 \$1740	\$0	\$0	\$1510 \$2040	11/21/2011

EXAMINER	ART UNIT	CLASS-SUBCLASS
LASTRA, DANIEL	3688	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).	2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
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## 3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

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## (A) NAME OF ASSIGNEE

Google, Inc.

## (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Mountain View, California

Please check the appropriate assignee category or categories (will not be printed on the patent):  Individual  Corporation or other private group entity  Government

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 b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature

Date November 18, 2011

Typed or printed name

John C. Pokotylo

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